Importance of a Good Ecommerce Web Design by Peter Wilson

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Successful E-Commerce in Northern Ireland begins with a well-designed website. Selling online goes hand in hand with creating a happy user experience as this will turn visitors into buyers. This involves paying attention to a number of factors that combine to make the site easy to navigate, making the visitor feel safe to transact through the website. If you are not tech savvy, it is worthwhile getting the services of a reputable Belfast web design company.

The usability factor

Of the various factors, the first and most critical is the usability of the website. While the web site may appear pleasing and have all the necessary elements, it is usability that determines the success of the site. Usability makes it easy for the user to navigate the website and ensures a response to the call to action, which can be a purchase or signing up for a deal. A North Ireland E-Commerce expert can offer you valuable advice on increasing the websiteâ€™s functionality, so that users find the products they want and proceed to the checkout stage without getting distracted on the way.

Simplicity

The next factor is keeping it as simple as possible. Too many links and elements on the web page can distract the user from taking the intended action. This often results in a high bounce rate for the website due to the cluttered page.

Security

Users who shop online want to know that the website they buy from is safe and secure. To avoid losing your visitor to a competitor, here are some tips:

1. Add an SSL security certificate to inspire trust

2. Secure protocol in your website URL - https, not http

3. Mentioning prominently that the site is backed by a reliable security service

4. Contact details with phone number

5. Contact forms that clearly indicate that the personal information will be stored safely and not shared

6. Privacy policy, refund procedures, terms and conditions

7. Safe payment processing

8. Adding security logos

Reliable E-Commerce websites offer more than one payment option besides credit cards such as payment on delivery, facility to pick up from the store or warehouse and order by phone. Different people are comfortable with different procedures.

Professional web design

The foundation of a successful Northern Ireland E-Commerce website is professional and easy to navigate web design. This means structuring the website in a straightforward manner and creating product categories that are easy to access and browse. Use filters such as sorting by price, brand or keyword within each section.

The design must avoid flashy graphics that are difficult to read or don't stay on the screen long enough for the user to get the details. Not only is this unattractive, but also drives the user away before your website has had a chance to impress them. If users have no idea where a link will take them, it will only take the blink of an eye to lose them.

Information must be presented in a simple way and specifically tell the user what to do. This means well worded calls to action that leave them in no doubt as to what they should do. This must lead them to the appropriate landing page and lead them seamlessly through to the checkout page.

With professional web design in Belfast, your North Ireland E-Commerce business can help you attract the right kind of customer and retain them.

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WSI Digital Web is an experienced a Web Design Company in Belfast who is specialized in web design, SEO, digital marketing, social media and a Ecommerce in Northern Ireland.

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